

WLKY Research Services

WLKY's commitment to service includes a full-service Sales Research Department. This department is equipped with software and applications to provide television and internet data and extensive market-specific information.



Audience Measurement and Analysis

WLKY-TV has an array of audience viewership information available from Nielsen. As Louisville is a metered market, ratings data is available on a daily, weekly and monthly basis. Cable and qualitative data is also available on a limited basis.

One Domain – Media Office

One Domain evaluates audience viewership through a variety of applications. It provides sales availabilities, station packages and research reports. One Domain can automatically produce media schedules by budget, gross rating points or by daypart levels. Cable ratings are available for major sweeps. Ranking reports, program trends and audience composition are also available.



Commercial Monitoring

Kantar Media allows advertisers to track monthly expenditures, determine share of business and evaluate station logs. Month by month trending and new business reports are available by advertiser, class or company. Information can be analyzed by product class, daypart or program type.

Scarborough

Scarborough Research is the most comprehensive local market syndicated study available providing demographic, shopping, lifestyle, and media usage data for 64 markets. Scarborough is best used to determine who a client's customer is (demographically). Once the customer had been identified, Scarborough can be used to uncover the media habits of the target audience.



Web Audience Measurement

WLKY.com subscribes to comScore Media Metrix, one of the largest and most respected 3rd party web measurement services in the world. Online audience traffic for specific website content sections is reported by Google Analytics, WLKY Mobile traffic is measured by Omniture and advertiser impressions are measured by DoubleClick DART, a division of Google.

